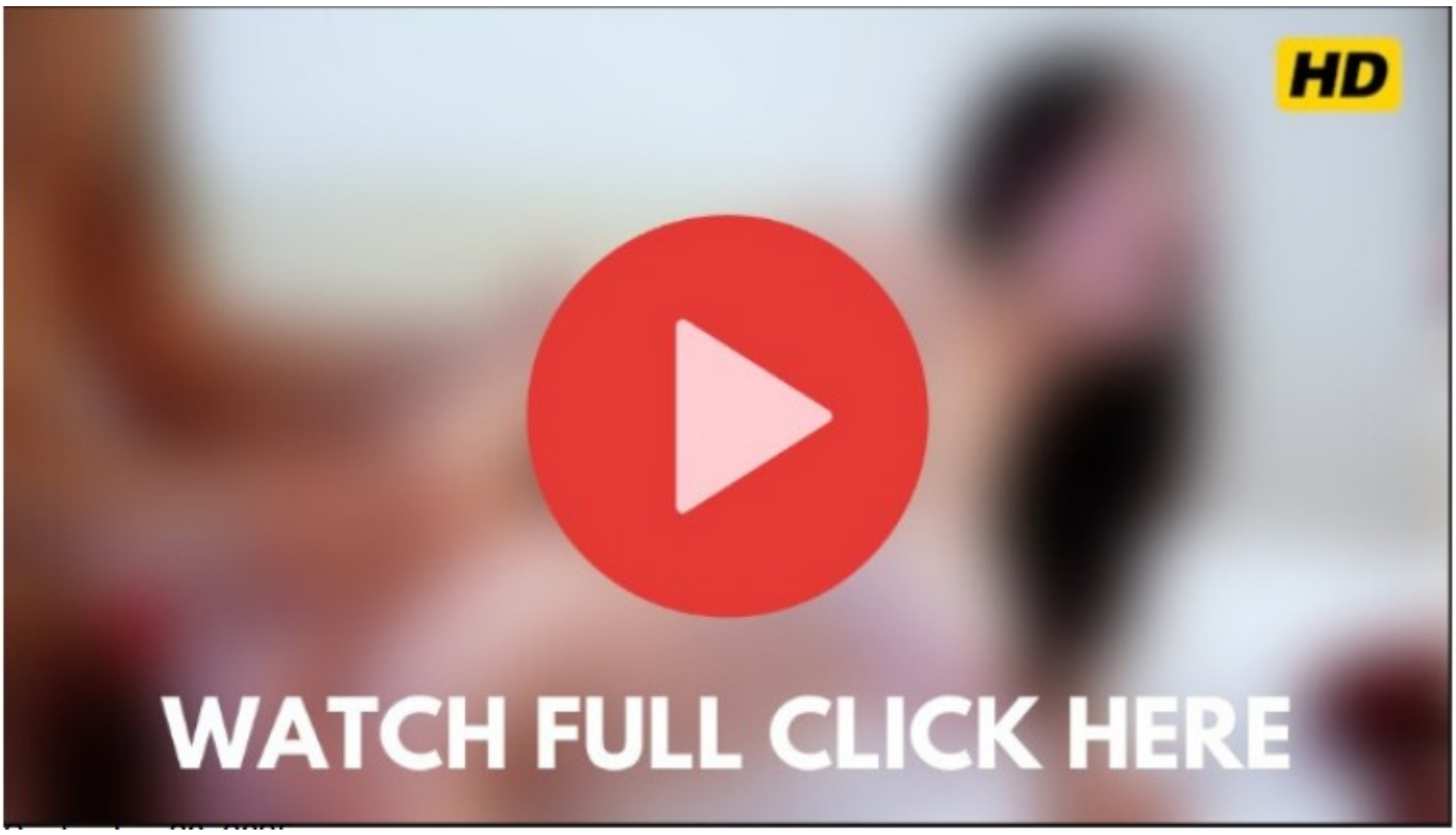Jani Tum9: What Is This Trending Keyword and Why Is Everyone Searching for It?